

AMENDMENT

Please replace all prior versions and listings of claims with the following listing of claims.

LISTING OF CLAIMS:

1-3. (Cancelled)

4. (Previously Presented) A method for initiating anonymous on-line transactions, the method comprising:

displaying an anonymous shopping toolbar in a browser, the anonymous shopping toolbar associated with a delivery service and providing a user with an anonymous delivery option for the user to anonymously initiate an on-line transaction;

communicating, to the delivery service, a request for an anonymous delivery address, the request communicated in response to the user selecting the anonymous delivery option; and

receiving the anonymous delivery address from the delivery service, the anonymous delivery address associated with the delivery service and having a routing code embedded therein, wherein the user can anonymously initiate the on-line transaction using the anonymous delivery address, and wherein the delivery service receives a delivery at the anonymous delivery address in response to the on-line transaction and uses the embedded routing code to route the delivery to the user's real delivery address.

5-8. (Cancelled)

9. (Currently Amended) A system for initiating anonymous on-line transactions, the system comprising at least one computer-readable storage medium having computer-executable instructions recorded thereon, the computer-executable instructions operable when executed on a processing device to:

display a graphical user interface that ~~displays~~ includes an anonymous shopping toolbar displayed in a browser, the anonymous shopping toolbar associated with a delivery service and providing a user with an anonymous delivery option for the user to anonymously initiate an on-line transaction;

~~a communications module operable to~~ communicate, to the delivery service, a request for an anonymous delivery address, the request communicated in response to the user selecting the anonymous delivery option; and

~~a receiving module operable to~~ receive the anonymous delivery address from the delivery service, the anonymous delivery address associated with the delivery service and having a routing code embedded therein, wherein the user can anonymously initiate the on-line transaction using the anonymous delivery address, and wherein the delivery service receives a delivery at the anonymous delivery address in response to the on-line transaction and uses the embedded routing code to route the delivery to the user's real delivery address.

10-20. (Cancelled)

21. (Currently Amended) A method for initiating anonymous on-line transactions, the method comprising:

displaying an anonymous shopping toolbar in a browser, the anonymous shopping toolbar providing a user with an anonymous credit card option and an anonymous delivery option for the user to anonymously initiate an on-line transaction;

communicating, to a credit card issuer, a request for an anonymous credit card, the request for the anonymous credit card communicated in response to the user selecting the anonymous credit card option;

communicating, to a delivery service, a request for an anonymous delivery address, the request for the anonymous delivery address communicated in response to the user selecting the anonymous delivery option;

receiving the anonymous credit card from the credit card issuer, the anonymous credit card having an anonymous transaction number that functions as a credit card number, an

expiration date based on a month and a year in which the on-line transaction occurs, an alias that substitutes for the user's real name, and a purchase limit based on an amount of the on-line transaction, ~~whereby the credit card issuer can issue about one trillion unique anonymous transaction numbers per month,~~ wherein the user can anonymously initiate the on-line transaction using the anonymous credit card, and wherein the credit card issuer links the anonymous transaction number to the user's real credit card account;

receiving the anonymous delivery address from the delivery service, the anonymous delivery address associated with the delivery service and having a routing code embedded therein, wherein the user can anonymously initiate the on-line transaction using the anonymous delivery address, and wherein the delivery service receives a delivery at the anonymous delivery address in response to the on-line transaction and uses the embedded routing code to route the delivery to the user's real delivery address.

22. **(Previously Presented)** The method of claim 21, wherein a single entity acts as the credit card issuer and the delivery service.

23-26. **(Cancelled)**

27. **(Previously Presented)** The method of claim 4, the anonymous delivery address associated with a hub station for the delivery service.

28. **(Previously Presented)** The method of claim 4, wherein the request communicated to the delivery service includes the user's real address and information for billing the user.